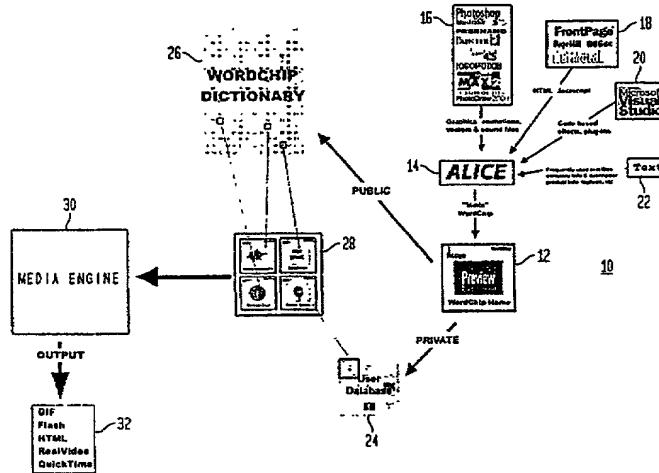




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : G06F 15/00		A1	(11) International Publication Number: WO 00/70477
			(43) International Publication Date: 23 November 2000 (23.11.00)
(21) International Application Number: PCT/US00/13055		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
(22) International Filing Date: 12 May 2000 (12.05.00)			
(30) Priority Data: 60/134,231 14 May 1999 (14.05.99) US			
(71) Applicant (for all designated States except US): FUNYEL-LOW, INC. [US/US]; 1432 Concannon Boulevard, Livermore, CA 94550 (US).			
(72) Applicants and Inventors: LAVINE, Adam [US/US]; 5576 Arlene Way, Livermore, CA 94550 (US). CHEN, Yu-Jen, Dennis [-US]; 5588 Felicia Avenue, Livermore, CA 94550 (US). RODGERS, Dwight [US/US]; 32 Turner Court, Princeton, NJ 08540 (US).		Published With international search report.	
(74) Agent: WOODBRIDGE, Richard, C.; Woodbridge & Associates, P.C., P.O. Box 592, Princeton, NJ 08542-0592 (US).			

(54) Title: SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS



(57) Abstract

A digital animation system relies on digital media data objects (12) called WordChips (12). Each WordChip (12) contains basic digital media Data (42) that may be either a binary data file (16), HTML/Javascript code (18), executable code (20), or plain text (22), as well as MetaData high level information (44). Each WordChip (12) also contains identifying information (46) as well as elements (34, 38, 40) for interacting with other WordChips. A script (36) controlling WordChip behavior may also be added. The digital system allows the user to create WordChips (12) from basic data as well as to form Metaphors (56) from other WordChips. The WordChips (12) may be combined to form Sentences (58) that include instructions (60) for specifying interaction between WordChips. Finally, a Story (62) may be authored from a raw animation file that is modified by adding Slots (70) for receiving WordChips (12). Subsequent users of the Story (62) insert their own WordChips to complete the Story (62). An animation engine (30) then produces an animated presentation (32) based on the completed Story (62).